

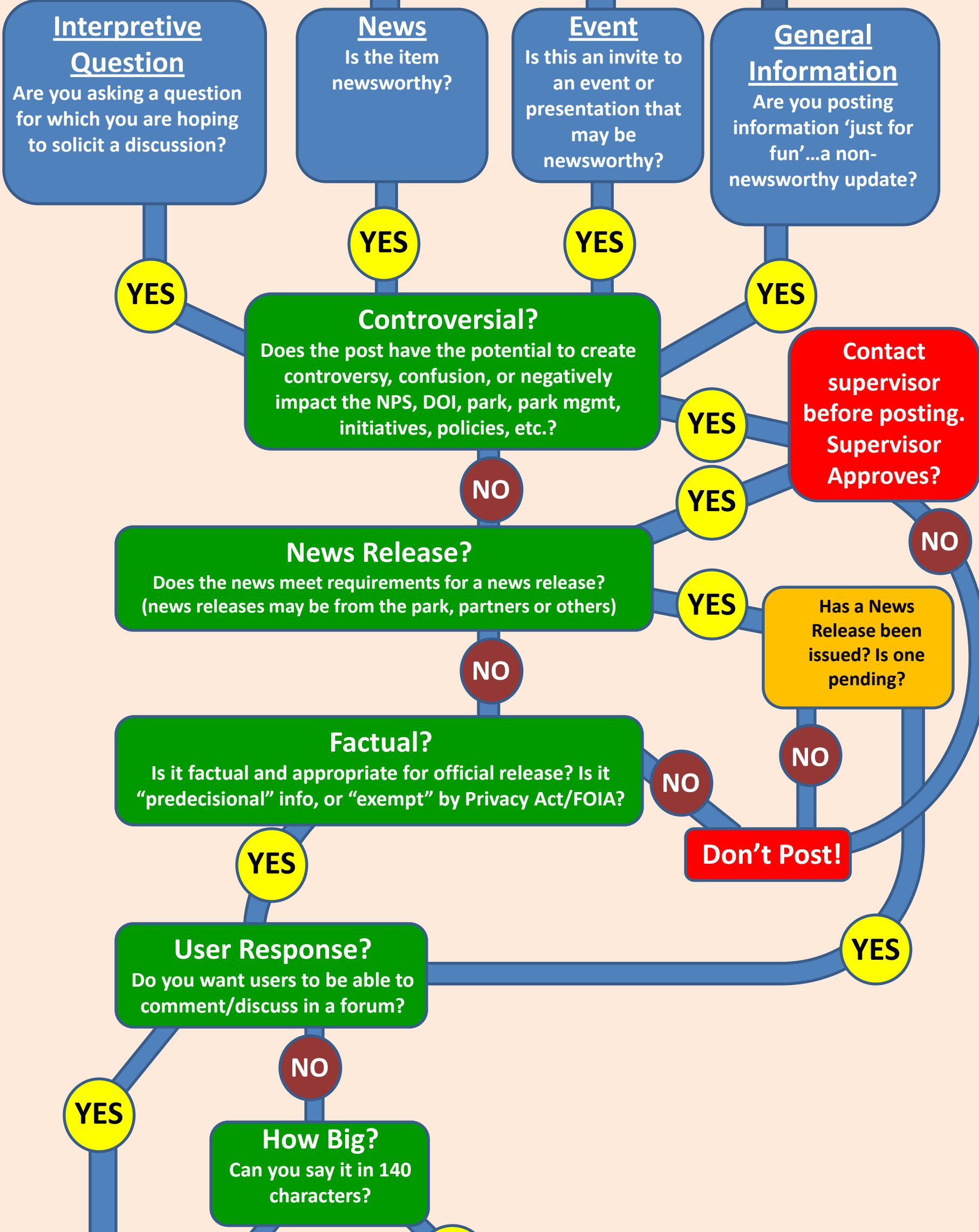
Glacier Social Media Posting

V.1.1, July 2009

DEVELOP IDEA

User Post
You've got something that you want to post to a social networking site. Pick a category below to decide if it's appropriate and, if so, where to post it.

EVALUATE



POST

FACEBOOK **TWITTER**

YES **YES**

POSTING CONSIDERATIONS

Transparency

Disclose your NPS and Glacier National Park connection.

Timeliness

Take time to create a good response. Don't rush.
Try to respond within 12-24 hours.

Tone

Respond in a tone that reflects highly on the rich heritage, tradition and professionalism of the National Park Service.

Sources

Cite your sources by including hyperlinks (particularly links to our nps.gov/glac website), video, images or other references.

Pause

Pause before you post. If you are at all uncertain about your response, or don't quite know how to respond...ASK!

Does It Already Exist?

Is the information you want to post already on the park's homepage or in a news release? If so, include a link. If not, is a news release pending? Check with the PAO.

Add your initials to the bottom of each post (fml).

Contact a lead admin and ask for guidance.